

Message Text

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PAGE 01 BELGRA 03770 180546Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 CCO-00 PASO-00 /021 W
-----010361 181851Z /64

R 171214Z MAY 78
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 6627

UNCLAS BELGRADE 3770

EO 11652: NA
TAGS: BEXP, YO
SUBJ: ZAGREB FALL FAIR 1978

TO: MR. GEORGE BRIECHLE
ENGELHARD INDUSTRIES DIVISION
METRO PARK PLAZA
70 WOOD AVENUE SOUTH
ISELIN, NEW JERSEY 08830
TELEX 833147 ENGLHRD ISLN

REF: YOUR MAY 11 TELEX

THE FOLLOWING RESPONDS TO QUESTIONS RAISED IN YOUR TELEX:

1. THE FAIR IS FROM SEPTEMBER 15 TO SEPTEMBER 24 WITH HOURS 9:00 AM TO 6:00 PM.
2. PARTICIPATING FIRMS ARE REQUESTED TO MAKE HOTEL RESERVATIONS ON THEIR OWN; PREFERABLY AS SOON AS POSSIBLE. BEST HOTELS IN ZAGREB ARE INTERCONTINENTAL AND ESPLANADE. SHOULD THERE BE ACCOMMODATION PROBLEMS LET US KNOW AND WE WILL DO WHAT WE CAN.
3. WE ARE SENDING YOU BY MAIL A DIAGRAM CONTAINING PROPOSED BOOTH LAYOUT.
4. WE ARE JUST BEGINNING TO RECEIVE SPECIFICS ON HOW PARTICIPATING

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FIRMS PLAN ON HANDLING BOOTH DESIGN, TRANSLATION, ETC.
ALLIS-CHALMERS WILL HAVE ITS OWN SPECIALLY DESIGNED 40 SQUARE METER BOOTH SHIPPED IN. G.E. WILL HAVE AN AREA CONSISTING OF TWO THREE BY FOUR METER BOOTHS. WE SUSPECT MAY OTHER FIRMS WILL FINALLY DECIDE ON ONE THREE BY FOUR METER BOOTH WITH PANELING, LIGHTING, FURNITURE ETC. PROVIDED BY THE US DEPARTMENT OF COMMERCE MILAN TRADE CENTER. THE TRADE CENTER WILL BE HANDLING

MOST OF THE EXHIBITION DESIGN AND SET UP QUESTIONS. WE ARE FLEXIBLE ON BOOTH DESIGN AND LAYOUT. IF YOU HAVE SPECIAL REQUIREMENTS LET US KNOW AS SOON AS POSSIBLE SO SPECIAL ARRANGEMENTS, SUBJECT TO OVERALL SPACE AND DESIGN CONSTRAINTS, CAN BE MADE. MOST FIRMS WILL PROBABLY OBTAIN TRANSLATOR(S) THROUGH US. THEY ARE RELATIVELY INEXPENSIVE (AROUND 30-35 DOLLARS PER DAY) AND CAN BE RECRUITED SHORTLY BEFORE THE EXHIBITION BEGINS.

5. THE ZAGREB FALL FAIR IS A GENERAL FAIR SO ATTENDANCE AT US EXHIBITION COULD REACH 10,000-15,000 PER DAY. YOUR TARGET AUDIENCE OF BUSINESS AND GOVERNMENT LEADERS WILL CLEARLY BE MUCH SMALLER.

6. WE ARE TENTATIVELY RESERVING TWO THREE BY FOUR METER BOOTHS FOR YOU. PLEASE LET US KNOW AS SOON AS YOU MAKE A FINAL DECISION ON SPACE REQUIREMENTS.

7. IF YOU HAVE ANY FURTHER QUESTIONS FEEL FREE TO TELEX AGAIN.

SINCERELY YOURS, ROBERT BRUCE MCMULLEN

COMMERCIAL ATTACHE
AMERICAN EMBASSY
KNEZA MILOSA 50
11000 BELGRADE
TELEX 11529
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EAGLEBURGER

NOTE BY OC/T: PASSED TO ABOVE ADDRESSEE.

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TAGS: BEXP, YO
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